

TONI SCHWARTZ

SUMMARY

Eagle-eyed editor and wordsmith with over a decade of experience in digital and print copy. Content experience includes social media marketing ads, printed marketing material, blog posts, webpage content, and marketing emails.

WRITING EXPERIENCE

FREELANCE CONTENT WRITER

Self-Employed

July 2023 – Present

- Create engaging and informative content for various clients across different industries.
- Conduct in-depth research to ensure accuracy and relevance of content.
- Optimize content for SEO to improve search engine visibility and rankings.
- Collaborate with clients to understand their needs and deliver tailored content solutions.

CONTENT WRITER, CONSUMER MARKETING

Securly (via 24 Seven)

March 2019 – September 2019

- Crafted record-breaking emails that increased conversion rates 2-4X during historically low summer season.
- Acted as go-to proofreader/editor for B2B, B2C, and social media teams.
- Conducted competitive data analyses of product features for both B2B and B2C teams.
- Created and streamlined online content including landing pages and knowledge-based articles.
- Wrote content for high-profile integrated marketing campaigns including Back-to-School and Mother's Day.
- Developed and edited content for Facebook ads.
- Composed IT-facing content for B2B team that included one-pagers, newsletters, and quarterly impact reports.
- Crafted push notifications for parent-targeted app that included user tips and ads for hardware product.
- Conceived and wrote SEO-friendly articles for company blog.
- Collaborated with other writers in developing company's editorial style guide to unify B2B and B2C voice.

FREELANCE COPYWRITER

Self-Employed

2018 – 2019

- Composed creative digital copy for small businesses.
- Developed brand voice and tone guidelines to ensure consistency across all platforms.
- Improved clients' online visibility via social media marketing copy such as Instagram and X (Twitter) ads.
- Implemented SEO in blog posts and meta-descriptions to increase clients' web traffic.
- Copyedited and proofread 27,500- word client autobiography which achieved 4.5 star rating on Amazon.

FREELANCE COPYWRITER

Town Cats of Morgan Hill (cat shelter)

2017 – 2018

- Composed persuasive and emotionally resonant messaging to promote cat adoptions.
- Updated pre-existing cat profiles from website onto flyers.
- About 40% of cats with flyers were adopted.

ASSOCIATE EDITOR

Technologytell

2010 – 2011

- Edited and proofread articles, reviews, news, and features for accuracy, grammar, and style.
- Interviewed video game developers, producers, and other notable industry figures.

FREELANCE DIGITAL BOOK AUTHOR

Killer Guides

2009 – 2010

- Penned two digital, 100+ page strategy guides for highly popular, multiplayer online games.
- Customers who purchased strategy guide for the *Lord of the Rings Online* game rated it a 4.6 out of 5.

STAFF WRITER

GameShark

2008 – 2011

- Wrote video game-related articles for website which had over 2.5 million monthly page views.
- Conducted thorough research on video game industry trends, developments, and emerging technologies.
- Attended industry events, trade shows, and press conferences to stay informed on the latest gaming news.
- Interviewed game developers, designers, and industry professionals to gather insights for articles and features.
- Collaborated with editors and other team members to brainstorm and execute content strategies.

ASSISTANT GAMING EDITOR

Blogcritics Magazine

2008 – 2010

- Managed freelance writers for Blogcritics online newsmagazine with over 100,000 daily visitors.
- Collaborated with writers to ensure content met Blogcritics' editorial standards and aligned with target audience.
- Provided constructive feedback to writers to help improve their writing skills and ensure consistent quality of content.
- Penned a weekly series that highlighted lesser-known computer games.

WRITER

Blogcritics Magazine

2007 – 2008

- Wrote articles on video games, films, music, and books, several of which were selected for syndication to Boston.com and Cleveland.com.

FREELANCE COPYWRITER

Newegg

October 2006 – December 2006

- Composed marketing copy for product pages of \$2 billion online retailer.

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Bachelor of Arts in Psychology

ADDITIONAL FREELANCING EXPERIENCE

Penned articles for video game websites Ripten.com, GameOnn.com, and GoGamingGiant.com. Also wrote for eHow.com.